

## Social Media Coordinator for the Healthy Parks Healthy People Initiative



Project Title	Social Media Coordinator for the Healthy Parks Healthy People Initiative
Project Summary	Seeking an intern to develop a social media campaign that promote the recreational opportunities in the preserve, while at the same time touts the health benefits of those activities. We want to encourage people to use our parks and highlight the health benefits of getting outside.
Country	United States
Agency	National Park Service
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

## Project Description

Engaging people were they are, the Healthy Parks Healthy People initiative promotes the health benefits of parks and outdoors spaces. This project will utilize the preserve's social media platforms to highlight the numerous opportunities in the preserve to safely recreate. Swimming, hiking, kayaking, canoeing, camping, picnicking, Frisbee, yoga, even photography and bird watching and so many more activities can be highlighted and encouraged. The social media posts developed by this intern would target new audiences and give those new groups important tips on what to avoid- like poison oak, point out the best features of the trail and provide them with information to help them prepare for a safe adventure.

## Desired Skills Interests

## Additional Information

Healthy Parks Healthy People is a holistic approach to promoting the health and well-being of all species and

the planet we share. Over the last decade, this movement has shone a light on the health benefits of parks to society. In recent years the National Park Service has made significant efforts to strengthen the nexus of public lands, human health, ecosystem health and sustainability.

Fear of the unknown is a common barrier for communities not familiar with parks or comfortable in the outdoors. The social media posts developed by this intern would target new audiences and give those new groups important tips on what to avoid- like poison oak, point out the best features of the trail and provide them with information to help them prepare for a safe adventure. We want to make the park more welcoming for a new audiences. Park visitors are sometimes the best, and most unexpected, drivers of spreading the word about the value of parks. We want to empower people to share information about the park and before advocate for the park, by encouraging their friends to explore the park.

Healthy Parks Healthy People is a global movement that harnesses the power of parks and public lands in contributing to a healthy civil society. The idea originated with Parks Victoria, Australia, and was brought to global prominence at the 1st Healthy Parks Healthy People Congress in April, 2010.

The National Park Service's Healthy Parks Healthy People US program was established in 2011, to reframe the role of parks and public lands as an emerging, powerful health prevention strategy. With this renewed focus on health, we hope to bring about lasting change in Americans' lifestyle choices and their relationship with nature and the outdoors.

\* Healthy Parks Healthy People harnesses the power of parks and public lands in promoting the health of people and the environment.

\* Healthy Parks Healthy People advances the fact that all parks - urban and wildland are cornerstones of people's mental, physical, and spiritual health, and social well-being and sustainability of the planet.

\* Healthy Parks Healthy People connects people to parks through health promotion, fosters society's understanding and appreciation for the life-sustaining role of parks, and creates the next generation of park stewards.

Big Thicket National Preserve's Website: [www.nps.gov/bith](http://www.nps.gov/bith)

Additional Information about Big Thicket National Preserve on Facebook, Instagram & Twitter @BigThicketNPS .

Big Thicket National Preserve is located in Southeast Texas, near the city of Beaumont and 75 miles northeast of Houston. The preserve consists of nine land units and six water corridors encompassing more than 113,000 acres. The Big Thicket, often referred to as a "biological crossroads," is a transition zone between four distinct vegetation types – the moist eastern hardwood forest, the southwestern desert, the southeastern swamp, and the central prairies. Species from all of these different vegetation types come together in the thicket, exhibiting a variety of vegetation and wildlife that has received global interest.

## Language Requirements

*None*